

Remarks

This amendment is responsive to the Office Action dated April 15, 2003, in which the Examiner rejected claim 6 under 35 U.S.C. 103. In this amendment, new claim 7 is presented. In addition, two substitute form PTO-1449 forms are being submitted, as requested by the Examiner. The references cited on these substitute PTO-1449 forms were originally cited in an information disclosure statement filed in this case on November 19, 2002. The substitute forms are being submitted in response to the Examiner's request for forms that have a space on each sheet for a signature and the date on which the references were considered. Two copies of each form are being submitted so that the Examiner can include one copy with the next communication with the Applicant.

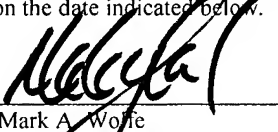
The rejection under 35 U.S.C. 103 of claim 6 as being unpatentable over the Angles reference (U.S. Patent No. 5,933,811) is respectfully traversed. It is believed that the combination of features recited in claim 6 are allowable over Angles. Claim 6 requires:

automatically activating the competitive information display element on the display screen associated with the client computer, wherein the competitive information display element is not part of or embedded into the second document that is displayed in the web browser window, wherein the activation of the competitive information display element signifies that competitive information relating to the second online merchant is likely available, and wherein the competitive information display element is activated in response to detecting that a document published by the second online merchant is being displayed on the display screen; [and] upon detecting that the user has selected the activated competitive information display element, displaying a competitive information document, wherein the competitive information document is retrieved by the client computer over the network from a competitive information server that is not related to the first server or the second server

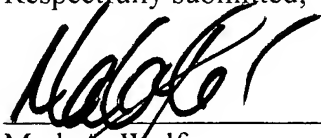
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These limitations of claim 6, when taken in combination with the other limitations of the claim, are not taught by the cited portions of the Angles reference relied upon by the Examiner. Note, for example, that in some embodiments, the "advertisement insert" 56 of Angles referred to by the Examiner (page 1, ¶4 of the April 15 Office Action) is contained in or embedded into the electronic page that is requested by the user in Angles. See, e.g., col. 12, lines 54-55 and Figure 3, elements 302 and 304 of the Angles reference. New claim 7 is an apparatus claim that is similar to method claim 6.

This application should now be in condition for allowance. Should the Examiner feel that a conversation with the Applicant will expedite the examination of this application, the Examiner is encouraged to telephone the undersigned at the number listed below.

<p>Certification Under 37 C.F.R. §1.8 I hereby certify that this document is being deposited with the United States Postal Service as First Class Mail addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date indicated below.</p> <p>Dated: August 15, 2003</p> <p> Mark A. Wolfe</p>

Respectfully submitted,


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